

# Credit Card Weekly Status Report

To develop a comprehensive credit card weekly dashboard that provides real-time insights into key performance metrics and trends, enabling stakeholders to monitor and analyze credit card operations effectively.



# Project Objectives

## Clear Insights

Design a dashboard for credit card transactions and customer activity.

## Analyze Metrics

Examine revenue, spending patterns, and customer usage trends.

## Monitor Operations

Enable stakeholders to track credit card operations for better decisions.

## Visual Reports

Transform raw data into meaningful visual reports using SQL and Power BI.

# Weekly Project Insights (Week 53)



## Revenue Increase

28.8% Week-over-Week growth.



## Transactions Up

Total transaction amount & count increased.



## Customer Growth

Increased customer count.



# Year-to-Date Overview

**\$57M**

Overall Revenue

**\$8M**

Total Interest

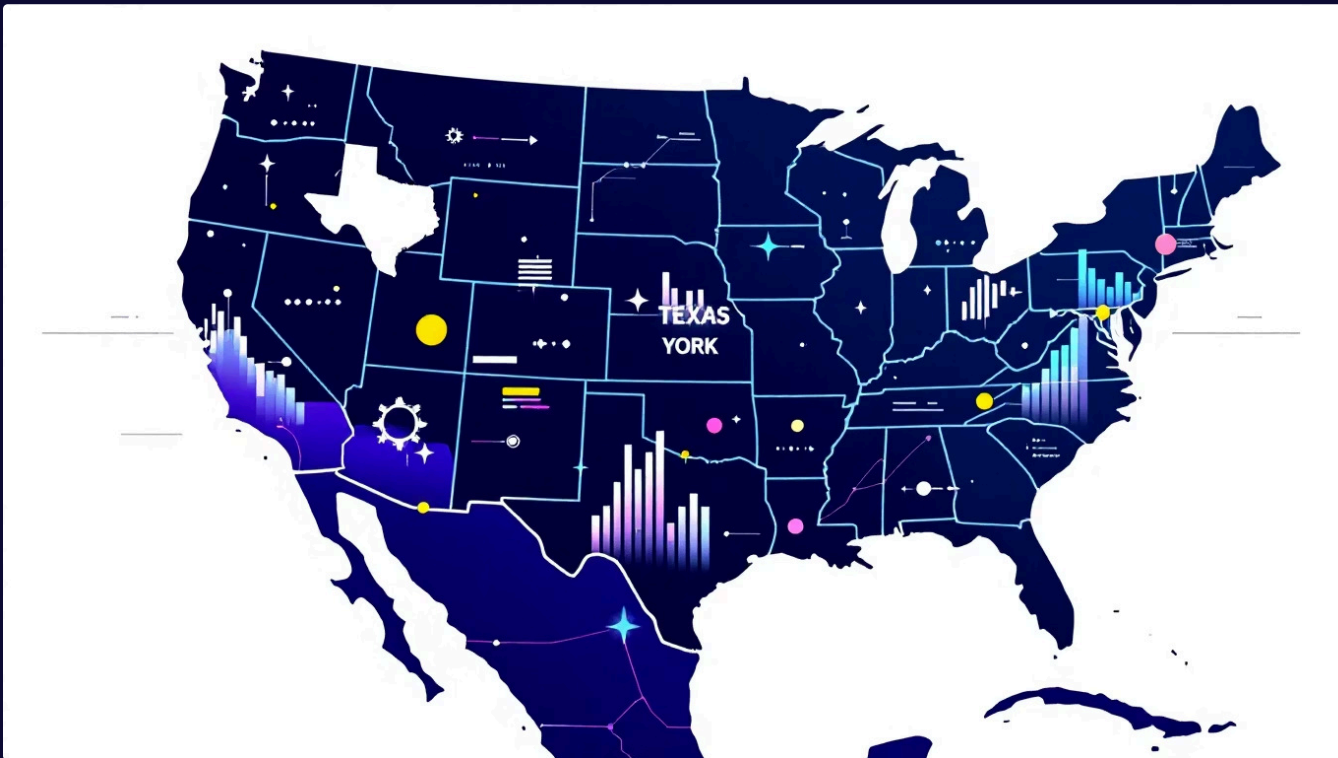
**\$46M**

Total Transactions

Male customers contribute more to revenue (\$31M vs \$26M).

Blue & Silver credit cards account for 93% of transactions.

# Geographic & Performance Highlights



1

## Top States

TX, NY, & CA contribute 68% of transactions.

2

## Activation Rate

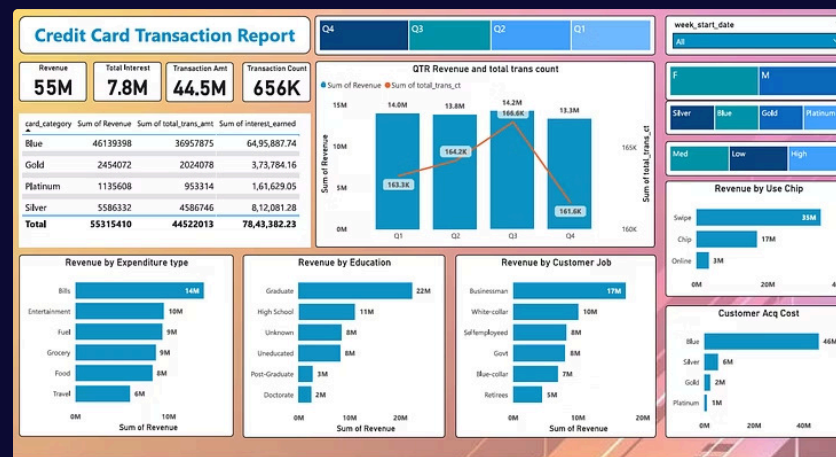
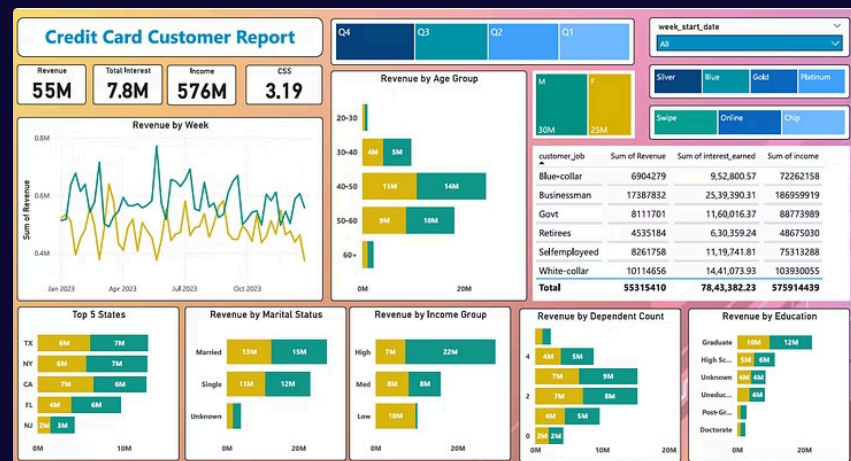
Overall activation rate is 57.5%.

3

## Delinquent Rate

Overall delinquent rate is 6.06%.

# Power BI Dashboard





# DAX Queries: Customer Segmentation

## Age Group

```
AgeGroup = SWITCH(TRUE(),
    'public cust_detail'[customer_age]<30,"20-30",
    'public cust_detail'[customer_age]>=30 && 'public
cust_detail'[customer_age]<40,"30-40",
    'public cust_detail'[customer_age]>=40 && 'public
cust_detail'[customer_age]<50,"40-50",
    'public cust_detail'[customer_age]>=50 && 'public
cust_detail'[customer_age]<60,"50-60",
    'public cust_detail'[customer_age]>=60,"60+",
    "unknown"
)
```

## Income Group

```
IncomeGroup = SWITCH(TRUE(),
    'public cust_detail'[income]<35000,"Low",
    'public cust_detail'[income]>=35000 && 'public
cust_detail'[income]<70000,"Med",
    'public cust_detail'[income]>=70000 ,"High",
    "unknown")
```

# DAX Queries: Revenue Calculation



## Revenue Formula

```
Revenue = 'public  
cc_detail'[annual_fees]+'public  
cc_detail'[total_trans_amt]+'public  
cc_detail'[interest_earned]
```

## Week Number

```
week_num2 = WEEKNUM('public  
cc_detail'[week_start_date])
```



# DAX Queries: Week-over-Week Analysis

## Current Week Revenue

```
Current_week_revenue =  
CALCULATE(SUM('public  
cc_detail'[Revenue]),FILTER(A  
LL('public cc_detail'),'public  
cc_detail'[week_num2]=MAX('public  
cc_detail'[week_num2])))
```

## Previous Week Revenue

```
Previous_week_revenue =  
CALCULATE(SUM('public  
cc_detail'[Revenue]),FILTER(A  
LL('public cc_detail'),'public  
cc_detail'[week_num2]=MAX('public  
cc_detail'[week_num2])-1))
```

## WoW Revenue Change

```
wow_revenue  
=DIVIDE([Current_week_reve  
nue]-  
[Previous_week_revenue]),  
[Previous_week_revenue])
```